

This document concerns 14 WFIE TV's commitment to localism and will show specific examples of how we serve our community. Local news: We produce 4 hours and 35 minutes of local news coverage each weekday and 4, thirty minute newscasts each weekend. Our station's website also offers local news, sports and weather along with our live Doppler radar 24/7. The website is also filled with a variety of community affairs activities, as well as a lot of "how to" information. We regularly use our website to solicit viewer opinions on issues affecting them and their communities. We offer call-in opportunities for our viewers as part of our Midday, 5 and 6 PM news. Our 14 Listens segment, deals with subjects covering medical questions, governmental questions, a regular segment with our local school administration and other opportunities as they present themselves. Throughout the year and especially in the summer months our weather team does their weathercasts from local events in the communities we serve, to promote their summer socials, festivals and county fairs. Our weather team also makes regular visits to area schools to discuss weather and how it affects the children and their families. Our WeatherNet program involves 13 area schools as both a weather station we can glean data from and a learning tool for the schools.

Political Programming: During election periods such as the last three months, we offer a minimum of one hour of free air time each week to federal, state and local candidates. Those have been primarily achieved through a daily fifteen minute segment throughout the month of October, "Conversation with the Candidates." Those separate 15 minute programs follow our Midday with Mike broadcast. Viewers may either call in or email questions for the candidates and have them answered on the air. We have also included many special news segments such as Voice of the Voter, "Dinner with the Candidates" (congressional), and "Coffee with the Candidates" (local) which is carried live on our Sunrise Newscast. This year we also worked with our area Voter Registration offices with a campaign we called "Tackle the Vote". In conjunction with our Friday Night High School Football Tailgate Parties we invited County Voters Registration Offices, local candidates and party officials to come to our event and sign up unregistered voters.

Emergency Programming: Our most important programming is our emergency programming. During severe weather, we utilize our state of the art weather tracking equipment, Doppler radar, our WeatherNet, and our network of over 100 trained Tri-State area weather spotters to keep our viewers informed, prepared and safe. Our coverage area is in Tornado Alley and we have been the driving force behind Severe Weather Coverage in our Tri-State Area. In addition, we are prepared for breaking news coverage at any time. We are also part of the AMBER Alert Network for Indiana, Kentucky and Illinois

Community service: Our community service covers a multitude of areas. We have conducted fund raising telethons for victims of tornadoes in our viewing area over the years, the latest being for victims of the January tornadoes in 2000 that heavily damaged several local communities in Kentucky. We raised \$534,705 toward that relief effort.

For almost 35 years, we have produced the local portion of the Jerry Lewis Labor Day telethon for Muscular Dystrophy. This year our telethon raised \$683,575. We are co-sponsors with various non-profit organizations each year. Organizations such as, the March of Dimes and their local Walk America Event and their Chef's Auction which was just completed. We also work with the Southwestern Indiana Chapter of the Red Cross here in Evansville and Big Rivers Chapter of the Red Cross in Owensboro on their Real Heroes Campaign where local people are recognized for their contributions in various categories. This is a big fund raising event for both chapters. We support the AIDS Resource Groups, the

Alzheimer's Association, Salvation Army, with the 14 the Family Toy Town each Christmas Season. Our on-air PSA schedule covers a number of important family issues, education and health issues, concentrating on children and teens as much as possible.

We have staff members on many boards and committees in the community such as the United Way, Arts Council, Red Cross, Better Business Bureau, Susan G. Komen Foundation, the University of Southern Indiana Foundation Board, The University of Evansville President's Council, the RiverPark Center Board in Owensboro, the Friends of Audubon Board in Henderson and many others. This year, our General Manager is chairing the annual United Way campaign whose goal is \$5.5 M. She is also chairing the ATHENA Award program which honors Evansville women who excel in their professions and mentor other women.

We provide several FREE, opportunities for non-profit organizations, churches and schools to publicize their programs, events and fund raising efforts through our community Calendar on our website, Bulletin Board segments during Newswatch Sunrise and our Community Bulletin Boards during the Today on Saturday morning. We are media partners for several community events each year, such as the Evansville Freedom Festival, the Owensboro, KY "Friday After5" activities (a summer long event from Memorial Day weekend through mid-September) and the W.C. Handy Blues and BBQ Festival in June, in Henderson, Kentucky. We help promote through on air and our website the second largest street festival in the country, the West Side Nut Club Fall Festival. This week long event provides financial support for local schools and other organizations. We also provide financial support when necessary by sponsoring charitable events - golf outings, Foundation galas, etc.

For the past seven years we have partnered with our local 5/3 Bank and sponsor a scholarship program called Leadership Scholars. We present 50 one thousand dollar scholarships to deserving students from our nearly 70 high schools in the area. To date we have awarded approximately \$400,000 to help further the education of Tri-State High School Seniors. That process will begin again in January of 2005.

In summary, the staff and management of 14 WFIE are very proud of our commitment to localism and the various communities we serve. We take our responsibility very seriously and will continue to provide not only news, sports and weather coverage to our viewers but continued public service and support when they need us.

D. Bruce Villines
Community Relations &
Public Service Director
14 WFIE TV

Lucy Himstedt, V.P. and General Manager